

## On the Frontlines

### **Puyallup Tribe changes clinical practices, reduces number of smokers**

A five-year effort to change tobacco cessation practices at the Puyallup Tribal Health Authority in Tacoma has resulted in more than 1,200 people quitting smoking. The Health Authority has also seen a 60 percent decline in visits for upper respiratory infections, asthma, and coughs – three smoking-related health problems.

The declines can be tracked to the integration of the Public Health Service “Clinical Guidelines for Treating Tobacco Use and Dependence” into standard clinical practice in all four clinics: medical, dental, mental health, and pediatric.

The success in changing clinical practices at the Health Authority resulted from a comprehensive, systematic approach that involved everyone from clinic administrators to practitioners to patients.

“The cessation piece is part of our comprehensive tobacco program, which was developed using the tried and true community model for tobacco control,” says Nancy Meyer, director of the Puyallup Tribal Health Authority Tobacco Program.



Changes in tobacco cessation clinical practices at the Puyallup Tribal Health Authority have resulted in 90 percent of patients being asked about tobacco use and 80 per cent of smokers being advised to quit.

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Best practices were used at every step, she says, based on the model that includes four goals:

- Raise smoking to a priority health concern.
- Increase the legal and economic factors that discourage smoking.
- Strengthen social norms and values supporting nonsmoking.
- Improve community ability to change smoking behavior.

“Best results will be achieved if a community addresses all four goals of the model at the same time,” she adds.

A key component of changing clinical practices was an approach that involved a multi-disciplinary team with representatives from the medical, dental, mental health, pharmacy, administration, tobacco program, and treatment staff.

The team wrote protocols, developed materials to support staff, set goals and measurable outcomes, and designed an integration plan to establish the framework for change. As with any change, obstacles were encountered: Time constraints, competing health concerns, medical oversight, and job responsibilities all had to be resolved.

In addition, it was crucial for all clinical staff, as well as billing and health records staff, to embrace the changes. All clinical employees were trained in cessation intervention techniques, documentation and reporting protocols were developed or changed, and an on-site intensive cessation program was developed to support smokers who wanted to quit.

There are hundreds of cessation champions at the Health Authority, Meyer says, all working as a team to improve clinical practices for treating the chronic disease of tobacco use and improving the health of tribal members.

For more information, contact Nancy Meyer at 253-593-0232, ext. 513 or [nancy@eptha.com](mailto:nancy@eptha.com).

## **Clark County elevates smoke-free rental housing efforts**

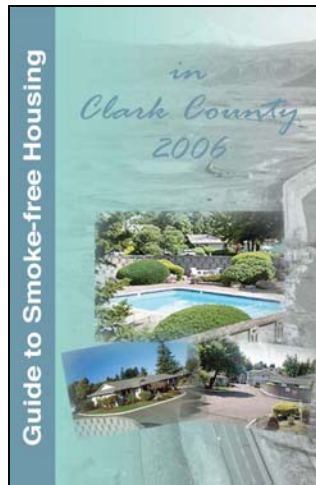
Clark County Public Health is boosting awareness about the need for, and availability of, smoke-free rental housing in Southwest Washington through several projects involving a variety of partners.

A recent regional smoke-free rental housing study, conducted by Clark County Public Health, American Lung Association of Oregon, and Multnomah County (Oregon) Health Department, indicated a strong consumer demand for smoke-free properties in the Vancouver-Portland area. Of the 400 renters surveyed in Clark and nearby Oregon counties, an overwhelming 75 percent indicated that “other things being equal,” they would choose to live in smoke-free housing.

In addition to showing a large consumer demand for smoke-free housing, the study also found that 42 percent of renters would not be comfortable renting where neighboring tenants smoke.

“We receive calls weekly from renters wanting to know how they can keep secondhand smoke from drifting into their homes from neighboring units. Residents understand the dangers of secondhand smoke and don’t want to be exposed to it,” said Theresa Cross, health educator with Clark County Public Health, Tobacco Prevention and Education Program.

The survey showed that 73 percent of tenants support landlords prohibiting tenants from smoking in their own residences. “The results of this study will help landlords feel confident implementing a smoking policy, knowing the decision will be supported by their tenants,” said Cross.



The regional smoke-free rental housing collaboration also updated a regional web-based apartment search site, [Housing Connections](#), to incorporate clear definitions of “smoke-free”.

In addition, the county health department, in partnership with the Tobacco Free Coalition of Clark County, Community Choices 2010, and Steps to a Healthier Clark County, recently released the *Guide to Smoke-free Housing in Clark County*, which was created to help renters locate smoke-free rental homes.

For more information, contact Theresa Cross at 360-397-8000 ext. 7378, or [theresa.cross@clark.wa.gov](mailto:theresa.cross@clark.wa.gov)

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## **Hot Topics**

*Links to Web sites are provided because they may contain relevant information and resources. These Web sites are not maintained by the Department of Health and the Department takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the sites.*

### **Three more states vote in smoke-free laws**

Residents of three more states will soon be enjoying their right to breathe smoke-free air thanks to voter-approved ballot measures in Arizona, Nevada, and Ohio. [Read a media release](#)

### **Big Tobacco's anti-smoking ads boost teen smoking**

Anti-smoking ads on television produced by tobacco companies and aimed at parents may actually be encouraging children to start smoking. [Read the story in Medline Plus](#)

### **Anti-smoking PSAs to appear on DVDs**

An appeal to Hollywood moviemakers to take a stand against on-screen smoking has been answered by a pair of prominent producers. [View a news summary](#)

### **Agreement ends sale of RJR candy cigs**

R.J. Reynolds Tobacco Company and the attorneys general of 38 states have entered into a settlement that ends the sale of candy, fruit and alcohol flavored cigarettes manufactured and sold by the company. [Read a media release](#)

### **Youth smoking going up in California**

Smoking among middle school students nearly doubled in the past two years and high school smoking is up to 15.4 per cent in 2006 from 13.2 percent in 2004. [Learn more](#)

## **Need to Know**

### **Tobacco Quit Line number changes**

Tobacco users in Washington have a new quit line number to call for free cessation assistance: 1-800-QUIT-NOW (784-8669). Calls to the new number will automatically be routed to the Washington Tobacco Quit Line, so there will be no change in service for the caller. The old Washington number, 1-877-270-STOP, will remain operational for at least two years.



Community contractors and others who reference the quit line in printed materials should change the number before printing new materials. Since the old number will be operational for at least two years, there is no need to discard existing quit line-related materials that will be used up within the next two years.

A copy of the new quit line logo with the 1-800-QUIT-NOW number for use in printed materials is available from Scott Schoengarth at [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

Washington is switching to the national number because a new national quit line advertising campaign will start in Washington in early 2007 and changing the quit line to 1-800-QUIT-NOW will avoid the confusion of promoting two different numbers. The new number is also easier to remember.

The Spanish Tobacco Quit Line number remains 1-877-2NO-FUME (266-3863).

For more information, contact Julie Thompson at 360-236-3722 or [julie.thompson@doh.wa.gov](mailto:julie.thompson@doh.wa.gov).

### **Uninsured vets eligible for free expanded cessation services**

Military veterans receiving acute care through the Veteran's Administration who are uninsured or don't have a cessation benefit are now eligible for free expanded services from Washington Tobacco Quit Line. Qualifying vets who are referred from the Veteran's Administration will be offered an enhanced benefit with a Nicotine Replacement Therapy option. Vets returning from Iraq and Afghanistan have a high prevalence of smoking.

For more information, contact Julie Thompson at 360-236-3722 or [juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov).

### **Culturally appropriate TATU program developed**

An adaptation of the popular *Teens Against Tobacco Use* (TATU) peer education program that features approaches that are more culturally appropriate for the Native American community is now available.

The adapted program is called *Teens Against Tobacco abUse*, which reflects the role of traditional tobacco use in Native American culture. The revised program resulted from a 1½-year collaboration between the Tobacco Prevention and Control Program, American Lung Association of Washington, four tribes, Northwest Portland Area Indian Health Board, and Seattle Indian Health Board.



Currently, the Tobacco Program is working on a similar project with the American Lung Association of Washington to adapt TATU to be more culturally appropriate for the Latino community.

For more information, contact Carla Huyck at 360-236-3678 or [carla.huyck@dph.wa.gov](mailto:carla.huyck@dph.wa.gov).

### **Youth Action Teams plan policy change/awareness building activities**

In the coming year, each of the Tobacco Program's 12 Youth Action Teams will take on a local policy change or awareness-building activity – such as working to make a park or local event smoke-free – in addition to regular activities of educating peers and helping adults quit tobacco.

Youth Action Teams receive media and other training from GMMB, the Tobacco Program's communications contractor. For the upcoming effort, GMMB developed a "Policy Change and Education Kit" to help students learn about the process of changing policies. Activities could include gathering signatures for a petition, writing letters to the editor, meeting with policy makers, or speaking at a city council, tribal council or park board meeting.



Kirkland Youth Action Team members Kristen Shimabukuro, Adrienne Krefft, Cheyenne Sanders and Hailey Skelcher helped out at the Chris Brown concert last month in Seattle.

Youth Action Teams also participate in "street teaming" events. As part of the Tobacco Program's partnership with House of Blues Northwest, teams have volunteered to be part of the Tobacco Smokes You presence at concerts. Students interact with concertgoers and hand out materials, reaching thousands of audience members in the last two years.

The network of teams includes groups from Benton/Franklin, Pacific, Skagit, Skamania, Spokane, King, Thurston, Kitsap, Whatcom and Chelan/Douglas counties, and from the Yakama and Lower Elwha reservations.

For more information, contact Carla Huyck at 360-2363685 or [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov).

### **Tobacco Program contractors host cross-cultural forum**

Four of the Tobacco Program's cross-cultural community contractors – Center for Multicultural Health, Asian Pacific Islander Coalition Against Tobacco, Washington Association of Community and Migrant Health Centers, and Verbena – hosted a "Community Celebration" last month in Tukwila. About 60 people attended.

The event showcased the positive ways state tobacco funding is being used to reduce tobacco use in their communities, and recognized the Department of Health as a national leader in addressing tobacco-related health disparities. It was also an opportunity for Team Leaders and Fellows from the Leadership Institute representing the four communities to meet and share their work.

For more information, contact Dave Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).

### **Carla Huyck receives prevention award**

Carla Huyck, the Tobacco Program's schools and youth prevention coordinator, recently received a *Washington State Exemplary Substance Abuse Prevention Award*. The award, presented at the Prevention Summit last month, recognizes contributions to the substance abuse field.

A review committee from the Department of Social and Health Services Division of Alcohol and Substance Abuse, and other state and local partners selected the recipients.

For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).



Carla Huyck receives a *Washington State Exemplary Substance Abuse Prevention Award* from Lt. Governor Brad Owen last month at the Prevention Summit.

### **House of Blues partnership rocks on**

The Department of Health will once again partner with the House of Blues Northwest 2007 concert series, including the Memorial Day weekend *Sasquatch! Festival* at the Gorge in George, Wash. This will be the third straight year that tobacco companies will be shut out of sponsorship opportunities because of the Department of Health partnership.

The agreement ensures continuation of the [TobaccoSmokesYou.com](http://TobaccoSmokesYou.com) Web site and the drawings for free concert tickets. Last year, [TobaccoSmokesYou.com](http://TobaccoSmokesYou.com) gave away nearly 200 concert tickets to see the *Sasquatch! Festival*, Dave Matthews, Green Day, and other shows.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **Air quality improved since expanded Clean Indoor Air Act**

Air pollution in bars and restaurants has decreased by 88 percent since the expanded Clean Indoor Air Act took effect last fall, according to a recent air quality survey conducted by the American Lung Association of Washington.

The Tobacco Program and the Flight Attendant Medical Research Institute funded the Washington Air Monitoring Project, which the Tobacco Program evaluation and assessment section also helped design and coordinate.

Prior to the voter-approved expansion of the clean air law, the air in Washington bars and restaurants was as much as two and a half times more polluted than the Environmental Protection Agency's recommended exposure levels for a 24-hour period.

American Lung Association of Washington monitored pollutants in the air of 35 bars and restaurants across Washington using state-of-the-art aerosol monitors to measure fine particles in the air. Samples were taken before and after the December 8, 2005 implementation of the expanded Clean Indoor Air Act. The Roswell Park Cancer Institute analyzed the data.

For more information, contact Nguyet Tran at 360-236-3748 or at [nguyet.tran@doh.wa.gov](mailto:nguyet.tran@doh.wa.gov).

## **Tobacco Cessation Resource Center to launch systems-change pilot project**

The Tobacco Cessation Resource Center will launch a systems-change pilot project next month that involves Tobacco Program community contractors mentoring local community health clinic staff. The intent of the mentoring is to expand tobacco prevention and cessation capacity in local clinics.



The overall aim of the pilot project is to develop and test tobacco cessation guidelines in Washington community health centers.

Three community contractors will receive online and personal training and assistance in learning systems change models: the Chronic Care Model and the Model of Improvement. The contractors will practice their new skills by mentoring one community health center staff person over a five-month period, identifying the barriers and resources needed to change everyday clinical practices related to tobacco identification, treatment and referral. The community contractor and the community health staff center will work as a team in this process.

The pilot project is just one of several ongoing or planned programs and initiatives undertaken by the resource center, now in its second year of operation:

- Seventy-five contractors attended the inaugural Tobacco Cessation Fall Forum earlier this month.
- Basic Tobacco Intervention Skills (BTIS) instructor trainings are planned for early next year. [More information and training registration](#)
- BTIS training resources will be located on the Tobacco Prevention Resource Center Web site in early 2007.

For more information contact Julie Thompson at 360-236-3722 or [juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov).

## **Health practices survey completed**

The Tobacco Program, in collaboration with Steps to a Healthier WA, recently completed the Health Care Practices Survey. The objective of the survey was to establish baseline measures for statewide evaluation purposes and to assess healthcare practices related to tobacco cessation. A report highlighting results relative to the delivery of tobacco cessation services and healthcare for tobacco users will be available this fall.

The survey, using Planned Care Model components as a framework for measuring “quality” healthcare, gathered statewide data on providers’ knowledge, attitudes, and practices in caring for patients with chronic conditions. Telephone interviews were also conducted with clinic managers to gather information about clinical systems. The provider survey yielded a 75 percent response rate; clinical manager interviews resulted in a 65 percent response rate.

For more information, contact Mike Boysun at 360-236-3671 or [mike.boysun@doh.wa.gov](mailto:mike.boysun@doh.wa.gov).

### ***No Stank You!* campaign off to fast start**

The first full month of the 2006-07 youth tobacco prevention ad campaign – *No Stank You!* – is in the books, and what a first 30+ days it was! “No Stank You” is intended to give kids ages 12- to 14-years-old, a “not-so-square way” to say “no” to tobacco.

The campaign kicked off in many parts of the state with *NoStankYou.com* chalk art decorating sidewalks outside of middle schools in communities such as Kennewick, Pasco, Seattle, Bellevue, Auburn, Issaquah, Everett, Marysville, Yakima and Wahkiakum County. Large signs also appeared in hundreds of convenience stores in largely rural communities across the state.



Television ads – 12 so far – began showing on cable and network TV beginning September 25, when eight radio ads also began playing on stations statewide. Up to another six TV ads will be created in coming months, and the ads will soon begin appearing in movie theaters in Benton, Clark, and Cowlitz counties.

In November, large posters will appear at skating rinks, skate parks, bowling centers, ice arenas, YMCAs, and other recreational centers and after-school facilities in communities large and small.

The [NoStankYou.com](http://NoStankYou.com) Web site has received 53,800 “first-time” hits during the first six weeks of the campaign. Featured on the site are “vlog” episodes, which are approximately two-minute video productions geared to the target audience. New vlogs will be posted every few weeks until the end of the campaign in June 2007. Tobacco Program media contractor WongDoody, creator of the campaign, is encouraging schools around the state that have broadcast programs to participate in creating a vlog episode for future broadcast.

#### [View the ads](#)

For more information contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **Tobacco Program assists DASA in ensuring compliance with Clean Indoor Air Act**

The Department of Social and Health Services Division of Alcohol and Substance Abuse (DASA) is updating its inspection procedures to ensure treatment facilities comply with provisions of the expanded Clean Indoor Air Act – specifically, that facilities do not allow smoking on residential treatment campuses or within 25 feet of outpatient facilities.

DASA will also be requiring that treatment programs make referrals for cessation services to the Washington Tobacco Quit Line or other available services, and that tobacco education be included as part of the educational material.

For more information, contact Paul Davis at 360-236-3642 or [paul.davis@doh.wa.gov](mailto:paul.davis@doh.wa.gov).



## **Tobacco Program co-sponsors tribal tobacco conference**

The Tobacco Program co-sponsored the sixth annual *Many Voices...One Message – Keep Tobacco Sacred* conference in Clarkston on October 12-13. More than 100 people, including representatives from 12 Washington tribes, attended the conference. It included three tracks – youth, health and wellness, and policy – that were coordinated by the Tobacco Program and the Northwest Portland Area Indian Health Board. The policy track included presentations on passing tribal tobacco policies on smoke-free casinos, cessation policy, tobacco tax, and schools.

For more information, contact Dave Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).

## **Tobacco Program display integral part of outreach effort**

A redesigned Tobacco Program display has been exhibited at a variety of conferences and meetings this fall in a renewed effort to manage the display as an integral part of the program's outreach efforts. The program has targeted venues with large health, policymaker, tribal and other audiences.

Venues have included the Pacific Northwest Dental Conference, Affordable Housing Management Association of Washington annual meeting, Governor's Annual Industrial Health and Safety Conference, Healthy Worksite Summit, and the *Many Voices, One Message – Keep Tobacco Sacred* conference. Upcoming locations include the Tribal Leaders Health Summit and Washington State School Directors Association annual conference.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

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## **Resources**

### **New Centers for Disease Control resources now online**

#### **Smoking and health resource library**

This database contains abstracts of articles from medical and professional journals, books, dissertations, reports, conference proceedings, government documents (foreign, local, state, and federal) as well as fact sheets and policy documents.

#### **Health consequences of smoking database**

This bibliography includes abstracts of more than 1,600 key articles cited in the *2004 Surgeon General's Report: The Health Consequences of Smoking*.

#### **Involuntary smoking database**

This database includes abstracts of approximately 900 key articles regarding involuntary smoking and disease outcomes referenced in the *2006 Surgeon General's Report: The Health Consequences of Involuntary Exposure to Tobacco Smoke*.

## High school senior project manual now available

The Tobacco Prevention Resource Center, in partnership with the ESD 112 Service Learning Department, has produced a manual for high school seniors considering a project related to tobacco prevention.

### Tobacco Prevention Resource Center

A Tobacco Prevention & Control Program

The manual has been provided to each ESD for further distribution to their high schools, but it may also be helpful for community prevention clubs. Although the manual is geared for high school seniors, much of the information and many of the activities would be applicable for other youth doing prevention work in this field. There are no restrictions on the manual's distribution or use.

[View the manual](#)

For information on Tobacco Prevention Resource Center trainings, visit [www.tobaccoprc.org](http://www.tobaccoprc.org).

## Online Newsletters

[Tobacco Free Press](#) – Tobacco Control Network, bimonthly

[Streethory](#) – American Legacy Foundation youth activism

[O<sub>2</sub> magazine](#) – Washington's newsletter for tobacco prevention youth activists

## Other Online Resources

American Cancer Society – [www.cancer.org](http://www.cancer.org)

American Heart Association – [www.americanheart.org](http://www.americanheart.org)

American Lung Association – [www.lungusa.org](http://www.lungusa.org)

Americans for Nonsmokers' Rights Foundation – [www.no-smoke.org](http://www.no-smoke.org)

Asian Pacific Partners for Empowerment and Leadership – [www.appealforcommunities.org](http://www.appealforcommunities.org)

Centers for Disease Control, Office on Smoking or Health – [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

National African American Tobacco Prevention Network – [www.naatpn.org](http://www.naatpn.org)

National Center for Tobacco-Free Kids – [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

National Latino Council on Alcohol and Tobacco Prevention – [www.nlcatp.org](http://www.nlcatp.org)

Teen Health and the Media – [www.depts.washington.edu/thmedia](http://www.depts.washington.edu/thmedia)

Tobacco Technical Assistance Consortium – [www.ttac.org](http://www.ttac.org)

### Tobacco Prevention & Control Program Clearinghouse

360-236-3966

[tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov)

The Clearinghouse has three new publications from the Oral Health Foundation addressing spit tobacco:

- *The Matt Lee Story*
- *Who Uses Spit Tobacco*
- *Steps to Help You Quit*

To order this or other materials, go to [www.prt.wa.gov](http://www.prt.wa.gov) and click on the "General Store" link.

To place an order by telephone, call 360-586-6360.

If you have any questions, please contact Jennifer Dodd at 360-236-3966 or [jennifer.dodd@doh.wa.gov](mailto:jennifer.dodd@doh.wa.gov).